

CLAIMS

What is claimed is:

- 5 1. A method for providing an on-line digital collectibles redemption system, comprising:

attracting users to an first on-line location that provides information which appeals to the
personal interests of the users;

10 in response to the selection of a link at the first said on-line location, transporting said
users to a second on-line location for the distribution of digital collectibles;

in response to the selection of a link at the second said on-line location, transporting said
users to a third on-line location that provides on-line commercial transaction
15 opportunities for said users;

in response to said users' completion of on-line commercial transactions at the third said
on-line location, rewarding said users with digital collectibles; and

20 allowing said users to redeem said digital collectibles for value.
2. The method of claim 1, wherein the on-line digital collectible location further allows
users to engage in at least one of the activities of trading or auctioning digital collectibles.
- 25 3. The method of claim 1, wherein the on-line digital collectible location further allows
users to engage in games involving digital collectibles.
4. The method of claim 3, wherein said games further comprise at least one of instant-wins
games, sweepstakes games or lottery games.
- 30 5. The method of claim 1, wherein the on-line digital collectible location further comprises a
location that allows users to interact with digital collectibles.
6. The method of claim 1, further comprising the step of allowing for the compensation of
35 entities recruit users for participation in the distribution of digital collectibles.
7. The method of claim 6, further comprising the step of allowing for the multi-level
compensation of entities that recruit users for participation in the distribution of digital
collectibles.
- 40 8. The method of claim 1, wherein said on-line commercial transaction opportunities
comprise the on-line purchase of goods and services.

9. The method of claim 1, wherein said on-line commercial transaction opportunities comprise the participation by users in desirable consumer behavior comprising at least one of recruiting other users for participation in the distribution of digital collectibles, completing on-line surveys, registering for on-line memberships or registering for on-line subscriptions.

10. The method of claim 1, wherein said redemption of digital collectibles comprises at least one of the activities of redeeming digital collectibles for merchandise, for services, for monetary value or for additional digital collectibles.

11. A fully-integrated, on-line digital collectible redemption system, comprising:

an first on-line location that provides information that appeals to the interests of on-line users;

a second on-line location for the distribution and redemption of digital collectibles to users that have visited the first said on-line location; and

a third on-line location that provides on-line commercial transaction opportunities that, when said on-line transaction opportunities are completed, result in a reward of digital collectibles by the second said on-line location.